

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of claims:**

1. (Currently amended) A floor display system, comprising:
  - a floor covering;
  - an electronic display device associated with and in a plane substantially parallel to a floor ~~the floor covering~~, wherein the electronic display device is to display electronically modifiable arbitrary content;
  - a controller; and
  - a sensing device coupled to the controller, wherein the sensing device is associated with a specific location on the display device and is to generate a signal to the controller to cause a content of a display of the display device to be modified or newly generated at the specific location.
2. (Original) The floor display system of claim 1, wherein the sensing device is responsive to light.
3. (Original) The floor display system of claim 2, wherein the sensing device generates the signal based on detecting a change in an amount of light.
4. (Original) The floor display system of claim 1, wherein the sensing device is responsive to pressure.
5. (Original) The floor display system of claim 4, wherein the sensing device generates the signal based on detecting a change in pressure.
6. (Original) The floor display system of claim 1, wherein the sensing device is responsive to temperature.

7. (Original) The floor display system of claim 6, wherein the sensing device generates the signal based on detecting a change in temperature.
8. (Original) The floor display system of claim 2, wherein the sensing device includes a photo diode.
9. (Original) The floor display system of claim 2, wherein the sensing device includes a photo detector.
10. (Original) The floor display system of claim 2, wherein the sensing device includes a photo transistor.
11. (Original) The floor display system of claim 1, further comprising a plurality of the sensing devices.
12. (Original) The floor display system of claim 11, wherein the sensing devices are arranged in an array comprising rows and columns.
13. (Canceled)
14. (Original) The floor display system of claim 11, wherein the sensing devices are arranged below a transparent member of the floor display system.
15. (Canceled)
16. (Original) The floor display system of claim 2, wherein the sensing device is arranged within a recess.
17. (Original) The floor display system of claim 2, wherein the sensing device is a passive device.

18. (Original) The floor display system of claim 2, wherein the sensing device is an active device.
19. (Original) The floor display system of claim 1, further comprising an audio device to generate an audio output relating to content displayed on the display device.
20. (Original) The floor display system of claim 19, wherein the audio device includes a directional speaker.
21. (Original) The floor display system of claim 1, further comprising a substantially vertical or inclined display device.
22. (Original) The floor display system of claim 21, wherein the substantially vertical or inclined display device generates a display with alphanumeric data or a graphic image relating to alphanumeric data or a graphic image of a display of the electronic display device associated with the floor covering.
23. (Currently amended) The floor display system of claim 4 21, wherein the substantially vertical or inclined display device includes a projection device.
24. (Original) The floor display system of claim 1, wherein the electronic display device includes a nanocarbon display.
25. (Currently amended) A floor display system, comprising:  
a floor covering;  
an electronic display device associated with and in a plane substantially parallel to a floor ~~the floor covering~~, wherein the electronic display device is to display electronically modifiable arbitrary content;  
a controller; and  
a plurality of sensing devices coupled to the controller to generate an image on the electronic display device that tracks the movement of an object.

26. (Original) The floor display system of claim 25, wherein each sensing device is associated with a specific location on the display device and is to generate a respective signal to the controller to cause alphanumeric data or a graphic image of a display of the display device to be modified or newly generated at a respective specific location.

27. (Currently amended) A floor display system, comprising:  
a floor covering;  
an electronic display device associated with and in a plane substantially parallel to a floor ~~the floor covering~~, wherein the electronic display device is to display electronically modifiable arbitrary content;  
a controller; and  
a signaling device coupled to the controller to emit a signal corresponding to a display content of the electronic display device.

28. (Original) The floor display system of claim 27, wherein the signal comprises a light.

29. (Original) The floor display system of claim 27, wherein the signal comprises a sound.

30. (Original) The floor display system of claim 27, wherein the signal comprises an olfactory stimulus.

31. (Original) The floor display system of claim 27, wherein the signaling device is free-standing.

32. (Currently amended) The floor display system of claim 27, wherein the signaling device is comprises a fastening device to fasten the signaling device to a support.

33. (Original) The floor display system of claim 27, wherein the signaling device is coupled by a wired connection to the controller.
34. (Original) The floor display system of claim 27, wherein the signaling device is coupled by a wireless connection to the controller.
35. (Original) The floor display system of claim 27, wherein the floor display system generates the display and the signaling device generates a corresponding signal in response to the detection of a proximity of a person.
36. (Currently amended) A method comprising:
- (a) arranging a floor display system in a commercial establishment;
  - (b) displaying content on the floor display system, the content relating to a promotion or advertisement of a product in the commercial establishment, and the content comprising an electronically modifiable verbal message;
  - (c) arranging a signaling device coupled to the floor display system near the product; and
  - (d) causing the signaling device to emit a signal in response to step (b).
37. (Original) The method of claim 36, wherein the signal comprises a light.
38. (Original) The method of claim 36, wherein the signal comprises a sound.
39. (Original) The method of claim 36, wherein the signal comprises an olfactory stimulus.
40. (Original) The method of claim 36, wherein the floor display system displays the content and the signaling device emits a corresponding signal in response to a detection of a proximity of a person.

41. (Original) The method of claim 36, wherein the floor display system is arranged in a common area of the commercial establishment.